SRIRAM KUMAR

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EXECUTIVE SUMMARY

Engineering leader with 14 years of experience building and scaling SaaS and conversational AI platforms across banking, fintech, and B2B sectors. Led organisations from 5 to 40+ engineers across platform, application engineering, QA, DevOps, and ML/AI teams. Strong track record in org design, hiring, team development, delivery predictability, architecture modernisation, reliability, and cost discipline. Partner closely with executive stakeholders, lead customer-facing architecture decisions, and own build-vs-buy tradeoffs tied to product outcomes. Stay technically hands-on in system design, performance engineering, and production-critical problem solving while operating at the strategy and org level. Proven in cost-disciplined engineering, including a 40% infrastructure spend reduction through architecture and platform optimisation decisions.

LEADERSHIP HIGHLIGHTS

- Built and scaled engineering organisations to 40+ engineers. Hired 25+ engineers and developed multiple first-time engineering managers.
- Led platform modernisation from monolithic services to event-driven architecture, improving resilience and handling 10x traffic spikes hands-on in system design, architecture validation, and production load-testing.
- Improved release velocity from multi-week cycles to under 2 days using CI/CD, progressive delivery, and release guardrails.
- Reduced cloud infrastructure spend by ~40% through capacity planning, autoscaling policies, and workload isolation.
- Delivered enterprise-grade platforms serving millions of daily users across Tier-1 banks in India, the US, and the Middle East under SOC 2 and banking compliance constraints.

WORK EXPERIENCE

Creatium Inc (formerly ProfJim), Bengaluru   Mar 2025 - Present
Director of Engineering

15 engineers | 2 Tech Leads

Joined as founding engineering leader to build the engineering organisation and platform from the ground up. Own engineering strategy and platform architecture, and partner directly with CEO on product-technology tradeoffs, go-to-market sequencing, and platform investment decisions.

- **Architecture Strategy:** Designed an event-driven real-time interaction pipeline for STT, LLM inference, and TTS. Rejected synchronous request-response patterns after performance tests showed materially higher multi-turn latency.
- **Delivery Predictability:** Moved releases from manual weekly pushes to automated CI/CD with canary and progressive rollout gates, reducing code-to-production from 2+ weeks to under 2 days and improving developer productivity.
- **AI Strategy & System Design:** Defined AI-native platform strategies and led hands-on prototyping for production-ready AI pipelines, managing LLM non-determinism, inference latency, and evaluation guardrails.
- **Reliability and Cost Governance:** Implemented autoscaling policy guardrails, workload isolation, incident management rituals, and observability baselines that sustained 99.9% uptime while lowering compute costs by ~40%.
- **Org Leadership:** Established clear ownership boundaries between platform and application teams, delegated technical decisions to leads, and ran design-review mechanisms for high-risk platform changes. Personally led performance profiling and latency optimisation for the real-time avatar pipeline during critical production bottlenecks.

Gupshup, Bengaluru   Jan 2023 - Feb 2025
Associate Director of Engineering

~40 engineers | 4 Engineering Managers | Enterprise platform org

Owned execution and platform evolution for enterprise conversational products across WhatsApp, Web, and RCS for Retail and BFSI customers.

- **Org Design and Planning:** Led four domain-aligned teams (messaging infra, workflow engine, NLP, platform services) and introduced quarterly OKR-based planning to replace ad-hoc prioritisation.
- **Platform Modernisation:** Led migration from legacy monolithic message processing to asynchronous event-driven architecture with back pressure controls, improving resilience during burst traffic events. **Hands-on in system design, Kafka topology decisions, and production load-testing during the migration.**
- **Build-vs-Buy Decisions:** Led architecture tradeoffs for messaging and NLP components, selecting a hybrid strategy across in-house capabilities and external platforms to balance speed, control, and operational cost.
- **Business Outcomes:** Delivered automation and engagement capabilities that reduced agent workload by 40% and improved end-user session retention by 65% across enterprise deployments, with outcomes used in enterprise renewal and upsell conversations by the Sales organisation.

Active.AI, Chennai   **May 2020 - Dec 2022**
Director of Engineering

~25 engineers | 3 Engineering Managers | Platform, QA, DevOps, ML-adjacent

Led engineering delivery and architecture for digital banking assistant platforms used by Tier-1 banks across India, the US, and the Middle East, serving millions of daily users.

- **Org Scaling:** Built and led a 25-person engineering organisation and introduced pod-based topology aligned to banking product streams, enabling parallel enterprise implementations.
- **Execution Governance:** Established delivery governance across sprint execution, release gates, security reviews, and compliance checkpoints to improve predictability in regulated programs.
- **Build-vs-Buy and Technical Strategy:** Owned build-vs-buy decisions across NLU, dialogue orchestration, and analytics components, selecting architecture paths based on enterprise readiness, implementation speed, and long-term maintainability.
- **Enterprise Delivery Impact:** Reduced customer onboarding timelines by 30% through platform and process improvements, accelerating time-to-value for enterprise deployments.
- **Operations and Reliability:** Instituted incident management and post-mortem practices across teams, improving production response consistency and reducing repeated failure patterns. **Personally led resolution of critical production incidents for Tier-1 bank deployments.**
- **Leadership Bench:** Hired 8 engineers in 12 months, developed three engineers into first-time managers, and led performance calibration across teams, including structured improvement plans for under-performers.
- **Executive and Customer Leadership:** Presented quarterly roadmap and platform health updates to CEO and CTO, influencing investment prioritisation across platform and delivery tracks. Led customer-facing architecture reviews and production escalation governance for Tier-1 banking programs.

Active.AI, Chennai   **Jan 2019 - Apr 2020**
Engineering Manager

12 engineers across engineering, QA, and DevOps

- **Delivery and Quality:** Improved roadmap adherence to 98% and increased deployment frequency by 3x through CI/CD, release hygiene, and automated testing.
- **Cross-functional Execution:** Partnered with Product, Pre-Sales, and Customer Success on roadmap sequencing, supporting 30% YoY platform usage growth.
- **Governance Foundation:** Built delivery risk and compliance practices later adopted as org-wide engineering standards.

Active.AI, Chennai   **Jul 2017 - Dec 2018**
Lead Engineer

Built core orchestration layers, dialog management services, and API gateway components; led a 4-engineer team for early enterprise go-lives.

Myantra, Chennai   **Dec 2015 - Jun 2017**
Lead Engineer

Led development for a global ed-tech platform serving 20K+ educators in 25+ countries while managing a 5-engineer team.

Tagit, Chennai   **Apr 2012 - Nov 2015**
Software Engineer

Built and supported enterprise digital banking modules across mobile banking and payment integrations for APAC and Middle East clients.

CORE LEADERSHIP AND TECHNICAL COMPETENCIES

Engineering Leadership: Engineering org design, team topology, hiring, talent retention, coaching, performance management, succession planning, stakeholder management, change management

Execution and Operations: Strategic planning, OKRs, roadmap governance, developer productivity, delivery predictability, incident management, post-mortems, release management

Architecture and Platform: Distributed systems, event-driven architecture, multi-tenant SaaS, API-first design, modernisation strategy, build-vs-buy decisions

AI Platform: GenAI platform integration, LLM architecture, RAG patterns, model orchestration, production AI evaluation

Cloud and Reliability: AWS/GCP/Azure, Kubernetes, CI/CD, observability, SRE practices, cost governance, capacity planning

Enterprise and Compliance: SOC 2 Type II, regulated industry delivery, executive stakeholder communication, vendor evaluation, security review processes, risk management

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EDUCATION

Anna University   2007 - 2011
B.E. in Electronics and Communications Engineering